



# **Joint Water Conservation Program**

Water: More Precious Than Gold

11/5/2022

# Agenda

- Introductions
- Demand Management Program (Water Conservation)
  - Program Creation Process
  - Achievements to Date
  - Things to Come
- Other Resources
- Questions/Comments



# Introductions

- Water Conservation Coordinator for AWC
- Past work:
  - City of Tempe
- Achievements to date:
  - Launched three campaigns since Feb 2021
    - Casa Grande: SAVE IT
    - Superior: Sustainability Elevated
    - Coolidge: Every Drop Counts for a Stronger Tomorrow
- Passion for problem solving



# Demand Management Program: Program Creation

- Timeline:

January 9, 2022:  
Email from Maxine  
Brown



May 25, 2022:  
Water AWC pitch  
for a DMP to GCCI



November 5, 2022:  
Launch of *Water:  
More Precious than  
Gold*



February 5, 2022:  
Water Resource and  
Conservation  
Presentation to GCCI



Four more meetings  
between GCCI and  
AWC



The future!



# Demand Management Program: Program Creation

- Comprehensive Water Use Assessment (CWUA)
  - Analytical analysis:
    - What conservation efforts exist in the community?
    - What is AWC already doing for the community?
    - What additional resources would add value in helping conserve water?
- Digital Marketing Campaign
  - Vessel to hold together all conservation efforts
  - Educate residents and businesses on resources available
- Unique, Community-Based Elements
  - Develop elements specific to the community
- Joint Effort
  - Community feedback is integral



# Demand Management Program: Program Creation

Best Management Practices and Points			Superstition
Category 1: Public Awareness/Public Relations			
1.1	Local and/or regional conservation campaign	1 point	
1.2	Special events/programs and community presentations	1 point	X
1.3	Market surveys to identify information needs/assess success of conservation messages	2 points	
1.4	Distribution plan for water conservation materials	1 point	
Category 2: Conservation Education and Training			
2.1	Adult education and training programs	1 point	
2.2	Youth conservation education programs	1 point	
2.3	New homeowner landscape information	1 point	
2.4	Xeriscape education garden	1 point	
Category 3: Outreach Services			
3.1	Residential audit program	1 point	X
3.2	Landscape consultations (residential and/or non-residential)	1 point	
3.3	Water budgeting program (non-residential)	1 point	
3.4	Customer high water use inquiry resolution	1 point	X
3.5	Customer high water use notification	1 point	X
3.6	Water waste investigations and information	1 point	X
Category 4: Physical System Evaluation and Improvement			
4.1	Distribution system leak detection program	2 points	X
4.2	Meter repair and/or replacement program	2 points	X
4.3	Comprehensive water system audit program	3 points	
4.4	Installation of advanced metering infrastructure	2 points	

9  
Points

# Demand Management Program: Program Creation

## Water Use Comparison

Estimated Residential Daily Per Capita Water Demand in Arizona

Source	Estimated GPCD	Year of Study
AMWUA	120	2019
USGS / U of A	116-154	2015
ADWR	145	2010

Residential Daily Per Capita Water Demand in Gold Canyon



*Based on 2020 Census population estimate of 11,612*



# Demand Management Program: Program Creation

Largest opportunities for water conservation in Gold Canyon:

- Commercial users
  - Focus: Outdoor water use in parks, housing developments
  - Opportunity to:
    - reduce irrigation demand through turf replacement
    - Xeriscaping
    - irrigation efficiency upgrades, etc
- Residential users
  - Largest customer category in service area
  - Opportunity to reduce GPCD to below statewide average
  - Focus on public awareness campaigns





# Demand Management Program: Achievements

- Logo Development
  - Community vote on the logo
  - Around 100 participants



# Demand Management Program: Achievements

- Facebook Page: [Link](#)
  - Monthly topics with weekly posts
  - Promoting conservation tips, water resource information, and relevant water information
- Landing Page and FAQ page: [Link](#)
  - Explains the program
  - Living FAQs that can be adjusted as needed
- Pre-Campaign Survey
  - Launched 9/26
  - Over 80 participants, need >100



# Demand Management Program: Achievements

- Campaign Strategy Guide
  - Explains the social media plan for posting, social media comment management, logo details, etc.
- Launch Video: [Link](#)
  - Explains the program and campaign
  - Features:
    - Harold Christ
    - Supervisor Serdy
    - Kim Yeagley
  - Lives on the landing and Facebook page



# Demand Management Program: Things to come

- Results of Pre-Survey
  - Wrap up end of November 2022
  - Will be incorporated into the Facebook Posts
- Post Survey
  - Will launch ~November 2023
  - Determine how public perceives the campaign
- Water Journey
  - Tells the story of how water gets to Gold Canyon
  - Will launch December 2022
- Negative comments on social media
  - Use for future content for Facebook Posts
  - Create video series when possible on topics



# Demand Management Program: Things to come

- Individualized effort:
  - Quarterly presentations – Jan 2023
    - On various water related topics
    - Features expect guest speakers (within or outside of AWC)
  - Large Landscape Irrigation Water Audits with Gary Woodard
    - Local Water Resource expert
    - Grant from ADWR in 2022
    - Two already done in early 2022
      - Peralta Trails Community Association
      - Superstition Mountain HOA
    - Will do more this year and early 2023



# Other Resources

- Colorado River Updates: [Link](#)

The screenshot shows the top portion of the Arizona Water Company website. On the left is the circular logo with the text 'ARIZONA WATER COMPANY' and a central graphic of a cactus and mountains. To the right of the logo is a dark blue navigation bar with white text links: 'Accounts & Billing', 'Locations & Contacts', 'Water Quality', 'Conservation', 'Water Rates', 'Careers', and 'About Us'. Below the navigation bar is a row of five service icons with labels: a shopping cart for 'Pay a Bill', a document with a dollar sign for 'eBilling Account Sign In', a truck for 'Start Service', a map for 'Report a Water Emergency', and a newspaper for 'Arizona Water News'. The main content area features a large landscape photograph of a dam and reservoir. Overlaid on the image is the text 'What to know about: The Colorado River Shortage Declaration Tier 2' in white, with a 'Click Here for Information' button below it.

# Questions?

Email

General conservation mailbox:

[savewater@azwater.com](mailto:savewater@azwater.com)

Or

AWC Water Conservation Coordinator Raluca:

[rmihalcescu@azwater.com](mailto:rmihalcescu@azwater.com)